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LATINO SPIRIT AWARDS & HERITAGE CELEBRATION



It has been 8 years since the inception of the Latino Spirit Awards at the State Capitol, in which the Latino Caucus honors influential Latinos from all walks of life. On Monday, May 4 seven extraordinary individuals were recognized at the day long celebration at the State Capitol. The 2009 class of Latino Spirit Awards honorees was another amazing group of Latinos that have positively shaped our community and continue to reach great feats. The Honorees were:

Dolores Huerta (*Civil Rights Advocate Award*) Ms. Huerta is a community organizer, a political activist, and co-founder of the United Farm Workers Union (UFW). She is president of the Dolores Huerta Foundation, whose mission is to inspire and motivate people to organize sustainable communities to attain social justice.

Jorge Huerta (*Outstanding Achievement in Theatre & Arts Award*) Professor Huerta is a Chancellor's Associates Professor of Theatre at UC San Diego and is a leading authority on contemporary Chicana/o and U.S. Latina/o theatre.

Rigoberta Menchú-Tum (*Human Rights Award*) Ms. Menchú-Tum is a leading advocate of Indian rights and ethno-cultural reconciliation. She was the

recipient of the 1992 Nobel Peace Prize and Prince of Asturias Award in 1998.

Ruben Navarrette Jr. (*Columnist & Author Award*) Mr. Navarrette is a member of the editorial board of the San Diego Union-Tribune and a nationally syndicated columnist with The Washington Post Writers Group.

Luis G. Nogales (*Business & Philanthropic Achievement Award*) Mr. Nogales is Managing Partner of Nogales Investors Management, LLC, a Los Angeles-based private equity investment firm. He previously served as President of Univision and as Chairman and CEO of United Press International.

Fred Ruiz (*Business & Philanthropic Achievement Award*) Mr. Ruiz is the Co-Chairman and Co-Chief Executive Officer of Ruiz Foods, Inc., the largest frozen Mexican food manufacturing company in the U.S. He also currently serves as a UC Regent and is Chairman of the CA Chamber of Commerce.

Catalino Tapia (*Non-Profit & Community Involvement Award*) Mr. Tapia is the founder and current President of the Bay Area Gardener's Foundation, a non-profit organization comprised of landscape gardeners who provide college scholarships to low-income students.

The events of the day included the Latino Spirit Awards ceremony on the Assembly Floor at mid-day and ended with a celebration on the North Steps of the Capitol in which the greater Sacramento community was invited to meet the honorees.

BRINGING *CULTURA* TO THE CAPITOL

On Monday, May 4th, four local artists contributed art pieces and photographs that depict our rich Latino Heritage to the Latino Caucus and California Latino Capitol Association Art Exhibit that was showcased in the Capitol Basement Eureka Room in honor of *Cinco de Mayo*.

Sonya Fe provided five captivating art pieces to the Art Exhibit. With titles such as “Why Do You Hate Me? (Katrina Aftermath)”, “Let’s Get This Holy Communion Over With” and “It Is Important To Feel The Earth” Sonya incorporates her rich Semitic, Mexican, Narragansett, and Russian cultural background in her art. Sonya Fe was born to be a painter. She learned to draw before she could walk and talk. When she was a little girl her mother encouraged her to draw on the cement floors of their home, only to see her chalk drawings get mopped clean every night. This encouragement at home provided her the freedom to continue developing her artistic talent.

Felipe Davalos Gonzales was born in Mexico DF and has 25 years of experience as an artist-illustrator in visual fine arts,

image design, and communication. He graduated from El Instituto Nacional de las Bellas Artes, La Escuela Libre de Arte y Publicidad, and the Escuela de Diseño y Artesanías. His work has been published in National Geographic Magazine, Scientific America, and Cambridge University Press.

Hector Navejas, a photojournalist whose work can be seen in *Vida en El Valle*, provided 6 photos from his experience as a photojournalist that all depict different realities in Mexico. From Don Jose, a candy maker in Fresnillo, Zacatecas to Nicandro at the bus stop in Jerez, Zacatecas, the pictures provide us a glimpse into the simple, yet telling life these individuals lead.

Our last featured artist, **Marcos Gaitan**, tends to “tell stories of growing up in East San Jose whether they may be of my family, interest in lowrider automobiles or my Chicano perspective.” He contributed three pieces entitled: “From San Jo to Little Joe”, “Old School/New School” and “5.20 Contemporary” that all tell stories of his upbringing and his experiences.

“OLDER THAN AMERICA” FILM SCREENING

The Latino Caucus has partnered with Senate President pro Tem Darrell Steinberg, Assembly Speaker Karen Bass, and Tribal Alliance Productions to bring the greater Sacramento community a film screening of “Older Than America”. The film details a woman's haunting visions that reveal a Catholic priest's sinister plot to silence her mother from speaking the truth about the atrocities that took place at her Native American boarding school. A contemporary drama of suspense, “Older Than America” delves into the lasting impact of the cultural genocide and loss of identity that occurred at these institutions across the U.S. and Canada.

Tracing back our indigenous roots and

with similar stories of conquest, the Latino Caucus hopes to make people more socially aware of the history and different realities faced by our indigenous populations.

If interested in attending the free screening of the film, please RSVP to Armando Chavez at (916) 319-2056 or via email at Armando.Chavez@asm.ca.gov. The film screening will take place at the Crest Theatre (1013 K St, Sacramento, CA) on **Monday, June 1, 2009**. The reception is from 5:30 pm to 6:30 pm and the movie will begin shortly thereafter. Also present will be American Indian Movie Festival award winning Director Georgina Lightning and award winning supporting actor Wes Studi.

2009 Latino Spirit Awards Honorees



Rigoberta Menchú-Tum



Fred Ruiz



Catalino Tapia



Dolores Huerta



Jorge Huerta



Luis Nogales



Ruben Navarrette Jr.

Upcoming
Events

Mon, June 1st

Film Screening of
"Older Than
America"

The Crest Theatre
1013 K St
Sacramento, CA
Reception - 5:30 -
6:30 pm; Film 6:30 -
8:30 pm

Please RSVP to
Armando Chavez at
(916) 319-2056

Tues, June 9th

California Latino
Youth Leadership
Project (CLYLP)
Golf Tournament
Teal Bend Golf
Course (7200 Garden
Hwy, Sacramento)
For more
information:
Lennies Gutierrez
(916) 524-5874

June 25th-27th

National Association
of Latino Elected
Officials (NALEO)
Conference
Los Angeles, CA
For more
information:
<http://www.naleo.org/annualconference.html>

HATE SPEECH ON COMMERCIAL TALK RADIO: Preliminary Report on a Pilot Study

In October 2008 the Federal Bureau of Investigation released its most recent set of annual hate crime statistics. Among offenses motivated by ethnicity/national-origin bias, the percentage of offenses based on anti-Hispanic bias has risen steadily from 42.8% in 2003 to 61.7% in 2007. This increase may be linked in part to the media: about 64% of Latinos report that the immigration debate has negatively affected their lives. This statistic led us to ask whether the media plays a role in the persistence of hate speech and hate crimes. This brief reports on a pilot study to develop a research method for evaluating the occurrence of hate speech in one particular media sector: commercial talk radio.

Our initial findings are based on data from two forty-minute program segments. Even using this limited sample, the qualitative content analysis produced rich results. We identified four types of speech that, through negative statements, create a climate of hate and prejudice: *False Facts* (33 instances),

Flawed Argumentation (77 instances), *Divisive Language* (49 instances), and *Dehumanizing Metaphors* (185 instances). The preliminary analysis reveals a systematic and extensive use of these four types of speech that are directed toward specific vulnerable groups. More significantly, the data show a recurring rhetorical pattern in which vulnerable groups were identified as antithetical to the core values attributed by the host to himself, his audience, and the nation. These groups were then linked to social institutions that were presented as complicit. In effect, target groups are characterized as a direct threat to the listeners' way of life.

For more information on this study, http://www.chicano.ucla.edu/press/briefs/documents/PB22_000.pdf. Chon A. Noriega, PhD, is a professor of cinema and media studies at UCLA and the director of the UCLA Chicano Studies Research Center. Francisco Javier Iribarren, MSW-PsyD, is the assistant director of the UCLA Chicano Studies Research Center.

IMMIGRANT INTEGRATION

On April 16, the Latino Caucus held a policy briefing dealing with immigrant integration. USC Professor Manuel Pastor discussed his findings researching immigrant integration in Los Angeles and UCLA Professor Abel Valenzuela discussed policy efforts to deal with one of the "flashpoints" for local communities, day labor sites.

As a result of the stalled national comprehensive immigration reform talks, states and local authorities have enacted various measures that attempt to deal with current immigrants living in their communities and to curtail the flow of new immigrants. Some responses are fueled by the notion that immigrants are a burden on society and must be eradicated from the community in order for the local economy to prosper. However, in California where immigrants have a strong buying power and

are more than a quarter of the population, this is far from the truth.

Researchers and policy makers have been on the drawing board developing new policies and studies that detail immigration over time and possible steps to fully integrate immigrants into our society. By fully integrating immigrants, the presenters argue that we will ensure a prosperous future for our state.

One way to assist in this integration is through day laborer community centers. Of the 65 community centers listed nationally, over half are found in California. They offer such integration methods as citizenship and computer literacy courses, and are even a source of city beautification as day laborers not contracted to work on certain days take part in neighborhood clean-up.

RIGOBERTA MENCHÚ-TÚM IN SACRAMENTO



in society. The indigenous community in Guatemala distrusts Government and *los políticos* and thus relegate themselves to complacency.

Menchú-Túm spoke about her ongoing efforts to foster a political movement. She created the Indian-led political movement Winaq (Mayan for "The Wholeness of the Human Being") in February 2007. This political movement establishes the indigenous community as a contributing force in Guatemalan government and allows them to emerge from the shadows of complacency. In 2007, Menchú-Túm ran for President and received 5% of voter support.

She asked the questions, "Why are we ignored? Why are we not afforded access to our government or education?" Her query is reminiscent of the historical struggles Latinos face in the U.S. For years, Menchú-Túm has spoken against the marginalization of indigenous people, and for years, Latinos in the U.S. have fought a similar struggle for representation in government and society.

Menchú-Túm left the audience at the Speaker Series with a powerful warning: "Be careful not to be complacent because your indifference with the status-quo when you are not equally represented is an injustice to yourself and your community."

The Latino Caucus welcomed human rights leader Rigoberta Menchú-Túm as the inaugural presenter of the 2009 Latino Caucus Speaker Series. Recipient of the 1992 Nobel Peace Prize and the 1998 Prince of Asturias Award, Menchú-Túm shared her remarkable life experience as a Mayan woman in Guatemala. She has faced immeasurable injustices that are common to many indigenous communities in Latin America today. Her family was murdered by the Guatemalan military when she was just a child, yet she managed to emerge beyond her limited opportunities and has come to achieve global recognition for her courage, passion and commitment to justice.

In her comments, Menchú-Túm described how indigenous people in Guatemala are voiceless in the political arena. She believes there is a great need for increased political participation on behalf of the Mayan people, yet several barriers continue to deter them. They are uninformed about their country's political process and unaware of how they can stand up against the repression they face

WEB ADDRESS

<http://democrats.assembly.ca.gov/LatinoCaucus/>

OTHER WEB RESOURCES

Myspace – www.myspace.com/latinocaucus

Facebook – <http://www.facebook.com/group.php?gid=57405266134&ref=share>

Webalbum – <http://picasaweb.google.com/CA.LatinoCaucus>

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La Verdad

While often stuck in low-skill and low-wage employment, immigrant labor contributes over 40% of gross regional product and immigrant spending power is nearly 36 % of the Los Angeles' total.

Immigrants comprise nearly 46% of the workforce in Los Angeles.

Within Los Angeles County, 64% of all children are those of immigrants, nearly 90% of whom are U.S. citizens.

Latino immigrant males between the ages of 25 and 54 have a 92% rate of labor force participation.

6% of native-born Latinos are self-employed as compared to 12% foreign-born Latinos.

The share of Mexicans in L.A., as a percent of immigrants, has declined over time; of those L.A. County residents who arrived in the last 10 years or less, only 36 % are from Mexico.

- Information from "Immigrant Integration in Los Angeles" by Manuel Pastor & Rhonda Ortiz (USC, January 2009)